


# Edmonton Savings & Credit Union Ltd.

## Annual Report 1978

Serving  
Albertans for **25** years





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# 25th Annual Report

Edmonton Savings &  
Credit Union Ltd.

## 1978

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#### Chief Executive Officer

R.J. Mowbrey, B. Com., R.I.A.

#### Auditors

Willetts, Macmahon & Co.  
1901 Toronto Dominion Tower  
Edmonton Centre  
Edmonton, Alberta

#### Solicitors

Berzins, Maher, Maclean,  
Walter & Whiting  
1600 Royal Trust Tower  
Edmonton Centre  
Edmonton, Alberta

#### Board of Directors

V. Nakonechny, President  
N. Pederson, Vice-President  
K. Heise, Secretary  
K. McDonald, Director  
H. Gavin, Director  
J. Sklarchuk, Director  
D. Treece, Director  
P. Ryan, Director  
N. Tobey, Director

#### Credit Committee

P. Ford  
S. McDonald  
P. Syvenky  
R. Morris  
R. Game  
P. Connor  
R. Shepherd  
B. Barker  
J. Lefebvre  
R. Smith  
R. Gleiner  
R. Bobowski  
W. Wiesener  
J. Lewis  
B. Guebert  
B. Dahl  
E. Kluczny  
W. Bie  
R. Norris  
G. Thomas  
F. Weisse  
R. Drummond  
G. Mansell  
G. Patterson  
A. Sallanych  
D. Taylor  
K. McAmmond  
J. Smith  
F. Nadon  
L. LaFontaine  
N. Quaghebeur  
M. Ostapowich  
A. Morin  
R. Durocher  
H. St. Onge

#### Location of Offices

##### Central Office

#100, 8925 - 82 Avenue  
Edmonton, Alberta  
465-0701

##### Mortgage Branch

#200, 8925 - 82 Avenue  
Edmonton, Alberta  
465-0401

##### Delton Branch

12809 - 82 Street  
Edmonton, Alberta  
476-7646

##### Bonnie Doon Branch

8925 - 82 Avenue  
Edmonton, Alberta  
466-2107

##### Southgate Branch

11032 - 51 Avenue  
Edmonton, Alberta  
435-3496

##### Meadowlark Branch

8700 Meadowlark Road  
Edmonton, Alberta  
484-7736

##### Leduc Branch

5302 - 50 Street  
Leduc, Alberta  
986-2216

##### Inglecroft Branch

11245 - 124 Street  
Edmonton, Alberta  
453-3866

##### Sherwood Park Branch

#4, 916 Ash Street  
Sherwood Park, Alberta  
467-2241

#### Westgate Branch

17010 - 90 Avenue  
Edmonton, Alberta  
483-0701

#### Argyll Branch

7935 - 71 Street  
Edmonton, Alberta  
465-7506

#### St. Albert Branch

#11, St. Anne Street  
St. Albert, Alberta  
458-1331

#### Eastgate Branch

2004 Sherwood Drive  
Sherwood Park, Alberta  
464-4711

#### Legal Branch

Box 99,  
Legal, Alberta  
961-3959

#### Millwoods Branch

#307, 8925 - 51 Avenue  
Edmonton, Alberta  
465-9151

#### Kingsway Branch

156 Kingsway Garden Mall  
Edmonton, Alberta  
479-8475

#### Castledowns Branch

10807 Castledowns Road  
Edmonton, Alberta  
456-2288

#### Devon Branch

P.O. Box 356  
Devon, Alberta  
987-4422



# To our members

For Edmonton Savings and Credit Union, 1978 was a year of celebration — the culmination of 25 years of striving for, and reaching, ideals and objectives designed to enhance and improve the financial lives of our ever-growing membership. While the accomplishments of our history are a matter of pride to the staff, members and Board, the story of ESCU is, in reality, a success story of part of the Credit Union Movement in Alberta.

While realizing that our story spans 25 years and that present achievements are only possible through the groundwork established in the past, this report will highlight only the events of the 1978 fiscal year. Although growth decelerated since 1977, we are certain that you will be satisfied with the operations of your credit union represented by the reports and financial statements in this, your credit union's, 25th annual report.

**President,  
Victor Nakonechny**

## Economic Climate

From 1967 to 1974, the economic pace in Canada was hectic. Interest rates were reasonably stable, the inflation rate was climbing and the rate of unemployment was not excessive.

Since 1974, four major changes have occurred which effect the Economic Climate in which your credit union must operate. (1) Our dollar has devalued by approximately 15% relative to the U.S. dollar and even more relative to other currencies; (2) The dollar spending has been contained by our governments; (3) The Bank of Canada has set inflation targets which have generally been adhered to, and; (4) Inflation in salaries and wages has been lower due to Federal Government controls.

Greater uncertainty respecting the money market characterized 1978. Interest paid on deposits and charges on loans were quite stable for the first part of the year. Later in the year, the Bank of Canada's prime rate jumped several times and reached its highest point ever in Canadian history, resulting in a narrowing of our operating margin. This margin, representing the difference between the cost of money to your credit union and the interest collected on loans and investments, is now less than

**Chief Executive Officer,  
Bob Mowbrey**





2.5%. The squeeze on the margin occurs because loan commitments to members were at lower rates and for longer periods of time and the new required rates can only be charged as new loans are granted. On the other hand, the cost of money (interest paid on members' savings) is committed for shorter periods of time and, for short-term savings, the interest goes up immediately.

Since further prime rate increases are possible, it is predicted that we will continue to operate with this narrow margin for 1979. In order to prevent further decreases in this margin, our loan yield must increase as well as various service charges. We must also plan for restraint in many areas of our operation. With the concern over decreasing operating margins continuing, 1979 will be a year of challenge for Credit Unions.

**The Board of Directors are constantly evaluating our facilities to provide maximum service to the membership.**

**Pictured left to right. Ned Tobey, Jim Sklarchuk, Dave Treece, Victor Nakonechny, Pat Ryan, Ken McDonald, Kurt Heise, Helena Gavin, Norm Pederson.**

### Financial

In spite of these concerns, we are satisfied with the financial growth of the past year. Our assets increased by \$57,000,000 bringing ESCU's total assets to \$220,000,000 for the 1978 year end. Loan activity was also quite hectic with a total of \$116,000,000 being lent to members, an increase of \$48,000,000 over the previous year.

ESCU's savings plans were also well received by the membership. Chequing accounts increased by \$2,500,000 (18%), Blue Chip by \$6,800,000 (19%), Term Deposits by \$18,000,000 (18%), while our newest account, Plan 24, increased by \$7,000,000 (113%). A significant increase in the usage of RRSP and RHOSP was also shown by the additional \$11,000,000 deposited, a 78.6% increase.

### Reserves

All Credit Unions are required by law to deposit a certain percentage of their outstanding loan balance to reserves. To date, ESCU has allotted \$2,800,000 to Guarantee Reserves. This increase of \$820,000 for 1978 represents





a statutory allocation of \$450,000 and an excess allocation of \$370,000. Although more has been set aside than is required by statute, our Guarantee Reserve is only 1.5% of loans outstanding.

In addition to our Guarantee Reserves, we have increased our Planning Reserve by \$75,000 to a total of \$600,000. With that our reserves are 1.87% of loans outstanding. Although this represents a .07% improvement over last year, we will continue to work towards our long term goal of 3%.

### **Computer Services**

All branch offices are now "on line", with direct access to our central computer facility. Any member's financial transactions can now be processed at any of our 17 branch locations.

ESCU's first Automated Teller Machine (ATM) was opened, last December, at our Delton branch. This ATM is one of two test projects in Alberta. Once the system is fully operational, an ESCU member will have access to his account from any terminal at co-operating credit unions throughout Alberta. Edmonton Savings plans to install at least six of these terminals at our busiest branches, enabling members to avoid lineups as well as do their financial business after regular business hours.

### **Control**

Internal controls on your credit union's operations are a vital concern to your Board of Directors. The immense volume of transactions being processed daily makes it impossible for volunteers to check all possible areas of weakness. To assist us in this area, two full-time employees hold internal audit positions and operate in addition to our Government Examiners and External Auditors. Not only do our internal auditors audit reports and make frequent branch checks, they play an important role in correcting possible problems uncovered by the Government Examiners, External Auditors, members, staff and Board, and often discover areas of staff training needs.

### **Credit Committees**

The \$116,000,000 which was lent to ESCU members in 1978 represents a great responsibility for our Credit Committees who approve most of these loans. To assist in this area, Credit Committees which meet weekly, have

been established for each branch. In addition, a Managers' Credit Committee and Board Credit Committee have been set up, all with varying levels of responsibility. These committees appear to be functioning very efficiently. Our delinquency rate of below 1% indicates that these committees are doing an excellent job approving loans and controlling our money effectively.

### **Growth**

1978 has been an exciting year for the expansion of ESCU's facilities. Three new communities in our trading area — Kingsway, Castledowns, Devon — are now being serviced by modern ESCU facilities. To upgrade some of our older locations, extensive renovations were completed at St. Albert, Inglecroft and Delton. We are certain that members at these branches are being served faster and better in the improved facilities.

Plans have also been made to construct a new building for our overcrowded Bonnie Doon branch. This new building will be three and a half stories high with 40,000 square feet of office space and two levels of underground parking. The building will accommodate the Bonnie Doon branch, Mortgage Branch, Central Office and Appraisal Department. The third floor which will provide for future expansion for the next five years will be leased out on an interim basis.

### **Personnel**

People are our most important resource. In regards to our employees, the Board has two vital concerns — working conditions and employee compensation.

The Personnel Committee which meets regularly with managers and inscope employees was set up by the Board to establish proper working conditions. This close association with the employees helps the Board develop facilities to assist the employees to serve the members efficiently and in a pleasant atmosphere.

The Credit Union Central, through a tremendous amount of research into salaries, plays a very important role in establishing a system compensation package. The assistance of a third party, helps the Board set salaries which are fair to both the employees and the membership.

Internal promotions are stressed at ESCU. Another training officer has been hired to assist our employees to develop necessary skills. We hope all employees will use the services available and will continue to provide us with suggestions concerning employee working conditions and service to the members.



## Twenty-fifth Anniversary

August 23, 1978 marked the 25th anniversary of Edmonton Savings & Credit Union. Several events, involving many ESCU members, were held to commemorate this anniversary. Over 1400 members participated in a barbeque and dance at the Red Barn. An exciting array of ethnic dances was presented at the Jubilee Auditorium for the enjoyment of many more members. The little people weren't left out either and enjoyed a Penny Pushers picnic at Little Acres along with their parents. Refreshments, giveaways and contests marked the occasion as each of the offices hosted an Open House week for their branch membership.

In holding these events, we recognized the importance of each of our members and paid a special tribute to those dedicated people, our founders, who laid the foundation 25 years ago for an organization that now serves over 50,000 members.

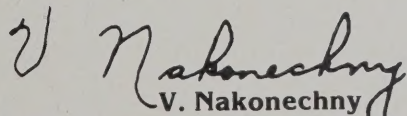
## Appreciation

Your Board of Directors extends a warm and grateful "thank you" to all of our members for the support they have shown in the past year. Your involvement and continued support will ensure that Edmonton Savings continues to thrive and expand our services in your community.

Our many volunteers provide a direct link between the members and their Board. For the excellent service provided by these people, we express our appreciation and issue a sincere thank-you.

Your Board is truly proud of our staff. Through their continued cooperation and dedication, the members will continue to receive the best service available. For sincere service and proficient performance, the Board wishes to thank all of our staff.

The united efforts of the members, volunteers, and staff comprise the foundation which makes it possible for us to grow, expand and improve — all of which will add to the quality of life that our members, as Albertans, enjoy today.

  
V. Nakonechny  
President

# Auditors' Report 5

## WILLETTS MACMAHON & COMPANY

Chartered Accountants

### To the Members of Edmonton Savings and Credit Union Ltd.

We have examined the balance sheet of Edmonton Savings and Credit Union Ltd. as at December 31, 1978 and the statements of operations, earned savings and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of the company as at December 31, 1978 and the results of its operations and the changes in its financial position for the year then ended, in accordance with generally accepted accounting principles, except for the change referred to in Note 1(a), applied on a basis consistent with that of the preceding year.

EDMONTON, Alberta, January 30, 1979.



# Statement of Operations

For the year ended December 31, 1978

(with comparative figures for 1977)

	1978	1977 (Restated)
Income from Operations		
Interest .....	<b>\$18,928,833</b>	\$13,862,165
Investment income .....	<b>1,679,262</b>	1,234,630
Service charges and appraisal fees .....	<b>264,091</b>	287,289
Other .....	<b>161,631</b>	140,286
	<b>21,033,817</b>	15,524,370
Financial Expense		
Interest paid to members .....	<b>12,190,194</b>	8,413,774
Interest and bank charges .....	<b>2,160,611</b>	1,332,183
	<b>14,350,805</b>	9,745,957
Income after financial expense .....	<b>6,683,012</b>	5,778,413
Expenses		
Salary and employee costs .....	<b>2,456,891</b>	1,931,729
Administrative .....	<b>1,938,316</b>	1,444,836
Stabilization assessment .....	<b>476,665</b>	357,972
Share and loan insurance .....	<b>151,637</b>	141,991
Provision for depreciation .....	<b>80,863</b>	78,252
Provision for doubtful accounts .....	<b>61,870</b>	—
Loss (gain) on sale of fixed assets .....	<b>(1,531)</b>	36,618
	<b>5,164,711</b>	3,991,398
Savings before income tax .....	<b>1,518,301</b>	1,787,015
Provision for income taxes — Note 9		
Current .....	<b>111,036</b>	165,000
Deferred .....	<b>200,000</b>	200,000
	<b>311,036</b>	365,000
Net savings .....	<b>\$ 1,207,265</b>	\$ 1,422,015

The accompanying notes are an integral part of these financial statements.



# Statement of Earned Savings

For the year ended December 31, 1978

(with comparative figures for 1977)

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	1978	1977
<b>GUARANTEE RESERVE</b>		
Balance, January 1 .....	\$ 2,000,127	\$ 1,127,357
Add:		
Bad debts recovered .....	19,798	24,163
Allocation from undistributed earnings — Note 2 .....	759,166	890,372
	<u>2,779,091</u>	<u>2,041,892</u>
Deduct:		
Loans written off .....	40,961	41,534
Transfer from endowment reserves .....	—	231
	<u>40,961</u>	<u>41,765</u>
Balance, December 31 .....	<u>\$ 2,738,130</u>	<u>\$ 2,000,127</u>
<b>PLANNING RESERVE</b>		
Balance, January 1 .....	\$ 525,000	\$ 300,000
Allocation from undistributed earnings .....	75,000	225,000
Balance, December 31 .....	<u>\$ 600,000</u>	<u>\$ 525,000</u>
<b>UNDISTRIBUTED EARNINGS</b>		
Balance, January 1, as previously reported .....	\$ 16,754	\$ 10,155
Reduction of prior years' income taxes .....	—	47,800
Balance, January 1, as restated .....	16,754	57,955
Add:		
Net savings for the year .....	1,207,265	1,422,015
	<u>1,224,019</u>	<u>1,479,970</u>
Deduct:		
Transfer to guarantee reserve .....	759,166	890,372
Transfer to planning reserve .....	75,000	225,000
Dividend allocation — current year .....	383,898	347,844
	<u>1,218,064</u>	<u>1,463,216</u>
Balance, December 31 .....	<u>\$ 5,955</u>	<u>\$ 16,754</u>

The accompanying notes are an integral part of these financial statements.



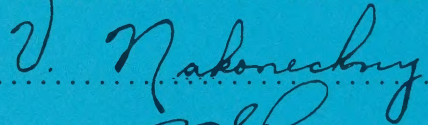
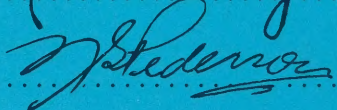
# Balance Sheet

December 31, 1978

(with comparative figures for 1977)

	1978	1977 (Restated)
<b>ASSETS</b>		
Cash .....	\$ 8,069,687	\$ 1,630,397
Loans to Members including accrued interest less allowance for doubtful accounts — Note 1.....	183,264,339	140,195,927
Accounts Receivable and Prepaid Expenses .....	349,247	12,318
Due From Credit Union Stabilization Fund — Note 3.....	82,146	132,808
Investments — at cost including accrued interest — Note 4 .....	24,499,737	18,511,889
Other Investments — at cost		
Shares and debentures .....	92,960	81,121
Investment in Joint Venture — Note 5.....	368,430	199,134
Fixed Assets — Note 6 .....	3,913,506	2,327,338

## APPROVED ON BEHALF OF THE BOARD:

 ..... Director  
 ..... Director

**\$220,640,052      \$163,090,932**

The accompanying notes are an integral part of these financial statements.



<b>LIABILITIES</b>	<b>1978</b>	<b>1977</b> (Restated)
Accounts Payable .....	\$ 79,045	\$ 30,689
Due to Credit Union Stabilization Corporation — Note 3 .....	558,810	490,781
Loans Payable — Note 10 .....	22,990,044	13,806,412
Trust Funds under Administration — Note 7 .....	61,071	44,087
Deposits — Note 8 .....	25,946,645	14,550,281
Deposit Accounts Withdrawable on Demand .....	71,957,703	55,587,839
Term Deposits including accrued interest .....	88,380,848	68,910,868
Income Taxes Payable .....	—	165,373
Deferred Income Taxes — Note 9 .....	738,151	535,927
	<b>210,712,317</b>	154,122,257

#### **CAPITAL, RESERVES AND UNDIVIDED EARNINGS**

Capital		
/ Shares .....	6,583,650	6,426,794
Guarantee Reserve .....	2,738,130	2,000,127
Planning Reserve .....	600,000	525,000
Undivided Earnings .....	5,955	16,754
	<b>9,927,735</b>	8,968,675
	<b>\$220,640,052</b>	\$163,090,932



# Notes To Financial Statements

December 31, 1978

## Note 1 — Accounting Policies

### (a) Accounting For Doubtful Accounts

In 1978 the credit union changed its method of providing for doubtful accounts in order to conform to generally accepted accounting principles. A provision for doubtful accounts has been charged as an expense in the statement of operations in 1978, amounting to \$61,870. In future years, any increase or decrease in the allowance for doubtful accounts will be reflected in the statement of operations.

### (b) Fixed Assets

The credit union carries fixed assets at cost. These assets are depreciated over their estimated useful lives on the straight-line basis, generally at the following rates:

Brick buildings	3.3%
Frame buildings	5%
Security equipment	5%
Furniture	10%
Automotive equipment	30%
Leasehold improvements	Term of lease

When fixed assets are sold or retired, the related cost and accumulated depreciation are removed from the respective accounts and any profit or loss is reflected in the statement of operations. Expenditures of a repair or maintenance nature are charged to operations as incurred.

## Note 2 — Allocation To Guarantee Reserve

The credit union's allocation to the guarantee reserve in 1978 was \$304,679 in excess of contributions required by the Credit Union Act.

## Note 3 — Credit Union Stabilization Fund and Credit Union Stabilization Corporation

The Credit Union Stabilization Fund was re-organized in 1975 and as a result, payments made to the old stabilization fund will be refunded in equal amounts over the next two years, totalling \$82,146. These amounts will then be repaid into the new stabilization corporation over the next two years.

## Note 4 — Investments 1978 1977

Credit Union		
Central		
including		
accrued		
interest	\$23,999,731	\$17,410,859
Alberta Treasury		
Branch	—	600,000
Other credit		
unions	500,006	501,030
	<u>\$24,499,737</u>	<u>\$18,511,889</u>

Investments in the Credit Union Central and other credit unions are held to provide the liquidity reserve and guarantee reserve as required by the Credit Union Act. At December 31, 1978, the investments were \$170,367 in excess of those required by the Credit Union Act.

## Note 5 — Investment in Joint Venture

1/7 interest in \$368,430  
joint venture

The investment in the joint venture was sold by agreement for sale in September of 1978. Title does not pass to the purchaser until February 28, 1979. Accordingly, the profit on sale of the joint venture interest amounting to approximately \$94,000 net of income taxes will be reported in 1979.

## Note 6 — Fixed Assets

Details of fixed assets are as follows:

	Cost	Accumulated Depreciation	1978 Net	1977 Net
Land	\$1,235,518	—	1,235,518	712,968
Buildings	1,862,911	225,138	1,637,773	971,610
Furniture and equipment	954,199	189,364	764,836	437,645
Leasehold improvements	337,375	107,969	229,405	138,471
Automotive	68,900	22,926	45,974	66,644
	<u>\$ 4,458,903</u>	<u>545,397</u>	<u>3,913,506</u>	<u>2,327,338</u>

## Note 7 — Trust Funds Under Administration

The credit union had trust funds under administration amounting to \$5,046,710 and \$2,806,623 at December 31, 1978 and December 31, 1977 respectively, which were not reflected in the financial statements. In addition, the credit union had a liability to the trust fund for monies not yet invested on behalf of the trust fund which amounted to \$61,071 at December 31, 1978 and \$44,087 at December 31, 1977.

## Note 8 — Deposits

Co-operative Trust Company of Canada has invested funds in the credit union which represent registered retirement savings plans and registered home ownership savings plans belonging to the credit union's members. When these plans are terminated by the members, the funds invested are repaid to Co-operative Trust Company of Canada in turn, refunds the amounts to the members.



**Note 9 — Deferred Income Taxes**

The credit union claims, for income tax purposes, the maximum reserves allowed with respect to loans. No charges appear in the accounts which correspond to this claim for reserves. This results in a reduction of current income taxes payable, the amount of which could become payable in future years, should the total loans fall below the balance at December 31, 1978. The credit union has, accordingly, made provision against the occurrence of such a liability under deferred income taxes.

**Note 10 — Loans Payable**

A general assignment of book debts has been assigned as collateral for loans payable.

**Note 11 — Restatement of Prior Year's Figures**

Certain figures in the 1977 Balance Sheet and Statement of Income have been reclassified in order to make them comparative with the presentation for the current year.

## Statement of Changes in Financial Position

For the year ended December 31, 1978

(with comparative figures for 1977)

	1978	1977
<b>Cash was provided from:</b>		
Operations .....	\$ 1,645,249	\$ 1,769,826
Increase in term deposits .....	19,469,980	24,982,926
Increase in members' deposits .....	16,369,864	14,730,284
Increase in deposits .....	11,396,364	7,694,755
Increase in Credit Union Central loan .....	9,183,632	5,429,662
Shares issued .....	156,856	1,634,896
Increase in Credit Union Stabilization Corporation assessment .....	68,029	75,805
Decrease in Credit Union Stabilization Fund .....	50,662	44,421
Proceeds on sale of fixed assets .....	51,609	205,457
Increase in accounts payable .....	48,356	—
Increase in trust funds under administration .....	16,984	—
Increase in income taxes payable .....	—	165,373
Decrease in accounts receivable .....	—	5,279
Total cash provided .....	58,457,585	56,738,684
<b>Cash was applied to:</b>		
Loans to members .....	43,130,282	48,833,777
Purchase of Credit Union investments .....	5,987,848	4,881,133
Dividend payments .....	383,898	427,533
Purchase of fixed assets .....	1,811,667	373,827
Purchase of other investments .....	181,135	220,210
Increase in accounts receivable .....	336,929	—
Decrease in income taxes payable .....	165,373	—
Loans written off (net) .....	21,163	—
Decrease in accounts payable .....	—	313,891
Decrease in mortgages payable .....	—	267,108
Decrease in trust funds under administration .....	—	84,678
Total cash applied .....	52,018,295	55,402,157
Increase in cash .....	6,439,290	1,336,527
Cash, beginning of the year .....	1,630,397	293,870
Cash, end of the year .....	\$ 8,069,687	\$ 1,630,397

The accompanying notes are an integral part of these financial statements.



# Total assets of ESCU

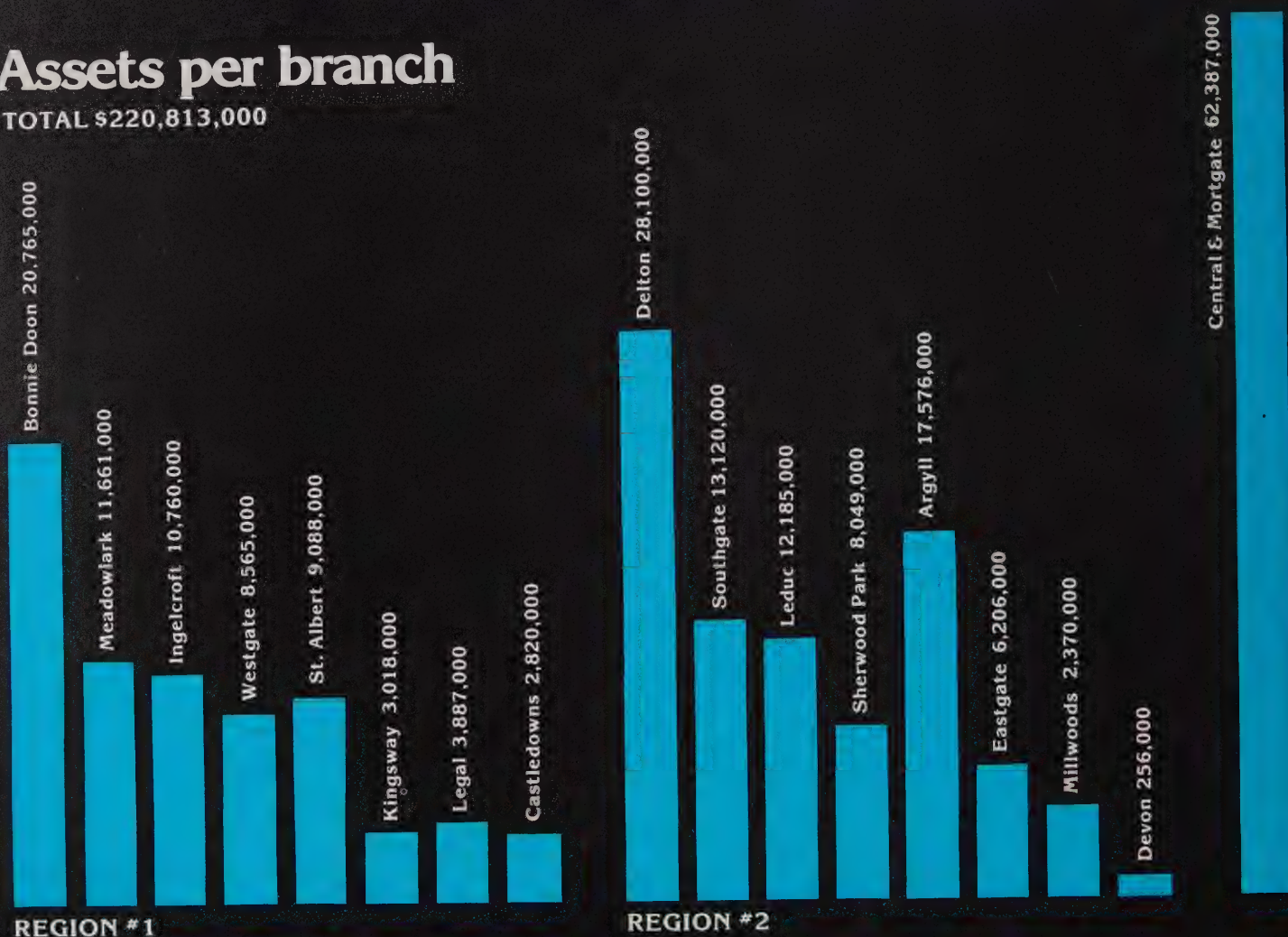
## YEARLY GROWTH

\$230,000,000  
\$220,000,000  
\$210,000,000  
\$200,000,000  
\$190,000,000  
\$180,000,000  
\$170,000,000  
\$160,000,000  
\$150,000,000  
\$140,000,000  
\$130,000,000  
\$120,000,000  
\$110,000,000  
\$100,000,000  
\$90,000,000  
\$80,000,000  
\$70,000,000  
\$60,000,000  
\$50,000,000  
\$40,000,000  
\$30,000,000  
\$20,000,000  
\$10,000,000



## Assets per branch

TOTAL \$220,813,000



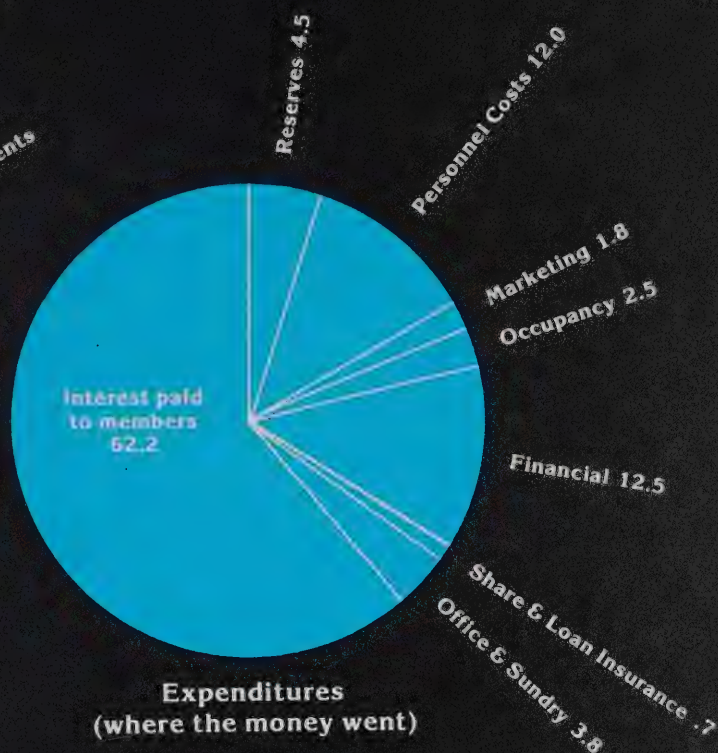


# Income & Expenditures

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**Income**  
(where the revenue came from)



**Expenditures**  
(where the money went)

## ESCU Membership





# Serving Albertans for 25 Years

1978 was a year of reflection for Edmonton Savings & Credit Union, a chance to re-examine the foundations on which this strong financial institution was built, and an opportunity to evaluate our many achievements in terms of the ideals and goals set forth by those first credit union members back in 1953. It was our 25th anniversary and, underlying the fun and celebrations, was a deep-felt pride by all who had shared in the many accomplishments which have occurred in such a short space of time.

Looking back on those twenty-five years, the few dedicated people who provided the impetus which started our credit union are no doubt amazed by what has transpired. With little more than \$300, they marked the beginning of what was to become the largest credit union in this province as well as one of the major credit unions in Canada.

Initial deposits grew slowly but those pioneers were confident that their plans would attract other members like themselves and, in the future, complete financial services could be provided to those members by their own credit union. It was an optimistic dream — but it was a dream backed by faith and common sense and it soon caught the imagination and support of many others.

What made this dream so special and so successful? It was their total commitment to service — not only providing for the immediate needs of the members, but constantly exploring new possibilities and horizons.

In 1961, no longer content to be available to the membership for only a few hours each week, the credit union hired a full-time manager. Making the credit union more accessible was the start of a major move towards providing the members with a complete financial package.

Within a few months, chequing accounts were added to shares and loans, comprising a rather limited list of services. However, the membership responded enthusiastically and, a year later, the first million dollars in assets were reached.

Proposed Bonnie Doon Branch-Central Office complex.





1964 saw the introduction of money orders, travellers' cheques, mortgage loans and term deposits. With this increase in services, assets jumped to \$1,350,000, loans reached \$1,000,000 and chequing accounts totalled \$150,000. Lack of space made a move essential. To provide a more convenient location for members living in south Edmonton, a branch office had already been opened in the German-Canadian Co-op Store. Now, property was purchased north of the Co-op Shopping Centre on 82 Street with plans for building a new office there in the near future.

An important change, voted in at the 1966 Annual Meeting, made a significant impact on your credit union's future development. Originally, only members of the Co-op Store could become members of this credit union. A majority vote changed the name of Edmonton Co-op Store Savings & Credit Union Ltd. to Edmonton Savings & Credit Union Ltd., opening our doors to all residents of the Edmonton area.

Providing for this rapidly expanding membership resulted in several years of explosive expansion. In 1968, Bonnie Doon branch moved to an office in leased premises on 81 Street and the Delton branch moved to its own building at the present location on 82 Street. A third branch, Southgate was opened in 1969 in the Pleasantview Shopping Centre.

Following in quick succession in the next year, new branches were established at Meadowlark and Leduc. The second fully owned office building went up in 1971 on 124 Street to house the Inglecroft branch.

But expanding locations was not the only avenue explored to provide better service. Plans were introduced to phase all branch operations into computer accounting. This phasing - in period was plagued with problems but the potential advantages of computerized book-keeping outweighed the initial inconveniences.

One such advantage was the all - inclusive statement which itemizes each member's account, detailing payments made, cheques written, and interest received. Computerization has also made available our Plan 24 account which has become an important part of many members' savings programs.

With our branches now "on-line" both members and staff have direct access to the computer, providing immediate and up-to-date information on all accounts. However, the potential of the computer system has not yet been tapped. In December, our Delton branch opened one of Alberta's first test sites for the credit union automatic teller machines. As the system is perfected and more machines are installed, members will be able to access their accounts from the ATM facilities at many co-operating credit unions throughout the province. Other computer - related services such as cross-country credit cards and utility payments by telephone are exciting possibilities for the near future.



Members will be able to have fast, efficient access to their accounts, 7 days a week, through the new Cue Centre now located at Delton Branch.



As our membership continues to grow along with the list of services available, so does the responsibility to provide these members with complete services in fully-modern, convenient facilities. To absorb some of the traffic in the north end of the city, two new branches — Kingsway and Castledowns — were opened in 1978. As well, members living to the west of Edmonton, welcomed the opening of our new office in the Devon Professional Building. 1979 will see a new office complex constructed to better serve the Bonnie Doon members and to house the Mortgage branch, Central Office and Appraisal department.

It has been an exciting twenty-five years, marked by dedication and responsiveness on the part of the Board and Management to the members they serve. The challenge for the future will be to fulfill their responsibility by growing and changing in accordance to the members' needs and wishes.

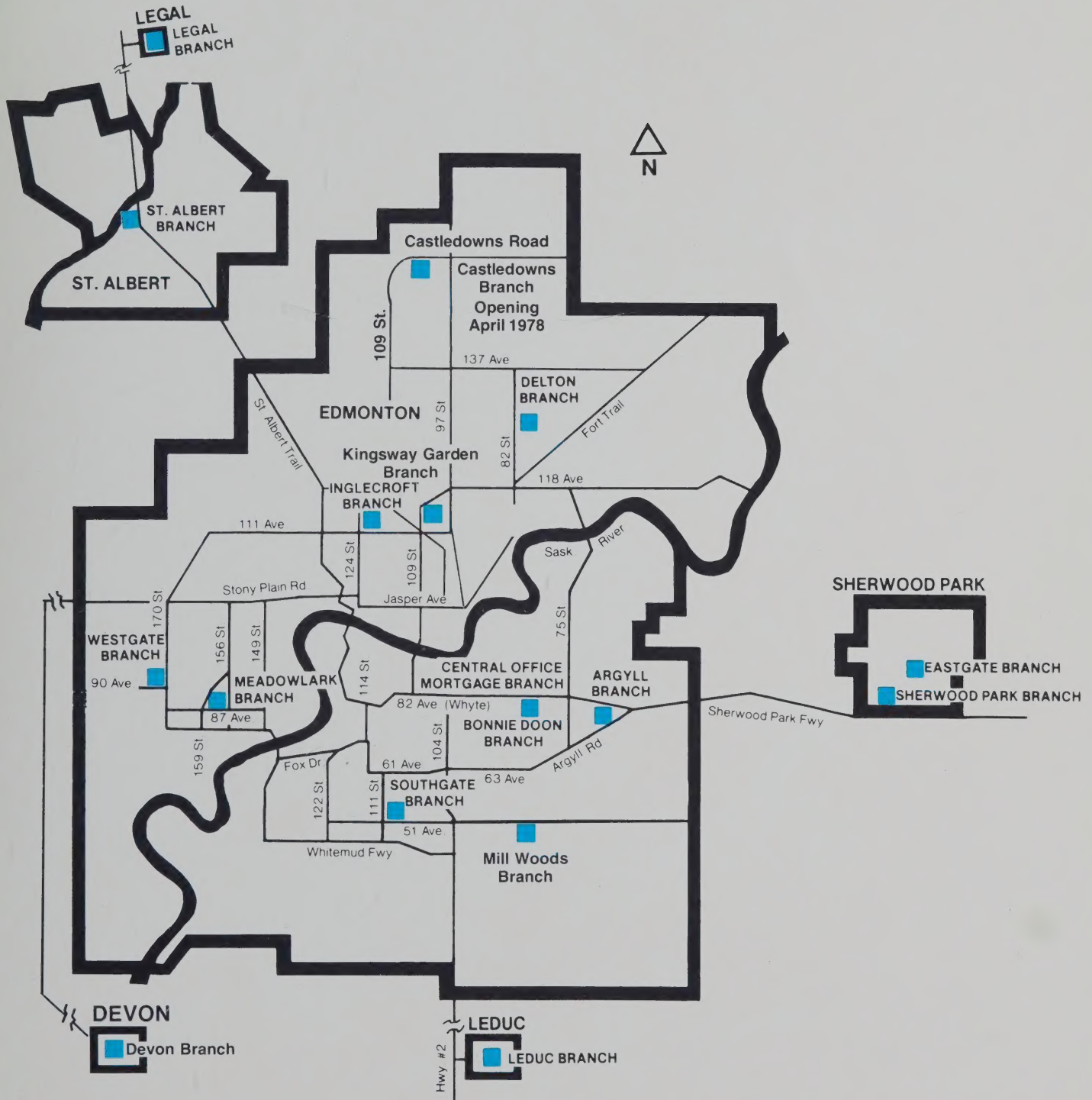
The success of your credit union rests on the ability to accept and meet this challenge and, in so doing, to prosper to the benefit of the members and their community.

Even young members get involved with their credit union through their very own savings club, The Penny Pushers.





## Map Location of Offices





UNIVERSITY OF ALBERTA  
FACULTY OF BUSINESS ADMINISTRATION  
AND COMMERCE

FRANCIS G. WINSPEAR COLLECTION